



The Solutions Network

Rochester, New York

Show Me the Money....

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How did they do that?

- ❖ Competing for the Dollar
- ❖ Believing in your Ideas & Plan
- ❖ Identifying your Target Audience
- ❖ Putting your plan in their language
- ❖ Who wins?
- ❖ Finding a faster race horse
- ❖ Market "their" successes



Mo' Money

- ❖ Energy Dollar Lottery
- ❖ Creative Alternatives
 - CBRN
 - Life Safety
 - Collective Protection
 - Capital Improvements
 - Tenant Improvements

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www.energy2004.ee.doe.gov



Do you believe?

- ❖ Your motivations
- ❖ Keeping up with the Jones
- ❖ Minimum Requirements with grant money = Lamborghini



OOPS?

- ❖ Selling thermostats to Johnson Controls?
- ❖ Will the REAL buyer, please stand up?
 - Are they hungry?
 - Do they believe?
 - Do they know they have a problem?
 - Have they already stated their position on the subject? Brick wall?



No Hablo tu' Idea!

- ❖ What is your buyer's motivation?
- ❖ Do they need a victory?
- ❖ Can they identify with your plan?
- ❖ Is it written in "their" language?
- ❖ Will they have to work hard for the project?
- ❖ Are they awake? Do they have a pulse?



And the Winner is...

- ❖ Is the force of the MMMQBAARD with you?
 - Magical Managerial Motivation Question Behind All Answers Requiring Decisions
 - Who gets the gold?
 - Who gets the shaft?



And they're off....

- ❖ Who is the horse and who is the rider?
- ❖ How many plow horses have won the Kentucky Derby?
- ❖ Do you just need a faster horse or would an experienced jockey help?
- ❖ A favorite son needing a victory?
- ❖ Independent delivery person for at least part of the plan...maybe just the problem.
- ❖ Don't let them shoot your horse...



Hear ye..Hear Ye.

- ❖ The guy that came up with this plan is a Genius....
- ❖ The owner is always in the background of the race horse.
- ❖ The jockey will ride again.